



News Release

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Utah Department of Health to Kick-Off Phase Two of the Successful "I Did It!" Anti-tobacco Campaign

(Salt Lake City, UT) - Capturing the excitement and success the first phase of its upbeat, original "I Did It!" anti-tobacco campaign, the Utah Department of Health (UDOH) will introduce the second phase of the distinctive campaign – featuring more former smokers and their success stories – on March 31.

The first phase of the "I Did It!" anti-tobacco campaign, launched in October, was built around the memorable images of "real" Utahns celebrating the fact that they had quit smoking. The TV and radio commercials, outdoor billboards and related print and collateral pieces featured bright, vibrant colors and – in the case of TV and radio – fun, original music.

In addition to Utah adults and their success stories, the "I Did It!" campaign promoted the Utah Tobacco Quit Line at 1-888-567-TRUTH. It also encouraged people who have quit smoking to share their own success stories on the "I Did It!" website, www.ididit.tv.

Since the launch of the campaign, calls to the Utah Tobacco Quit Line have averaged approximately 300 every week. In a survey conducted with smokers, 60 percent said that they had cut down on their tobacco use during the campaign – an impressive 40 percent said that they had made an attempt to quit.

"The 'I Did It!' campaign was incredibly successful in terms of urging people to call the Quit Line. It also encouraged many additional former smokers to share their stories at www.ididit.tv," said Heather Borski of UDOH's Tobacco Prevention and Control Program. "We have had more than 1,700 visits to the website and nearly 200 Utahns

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have submitted their success stories of quitting smoking. Those are the people this new campaign recognizes.”

Phase Two of the “I Did It!” campaign capitalizes on the incredible interest in the first version of the campaign. The new campaign features 15 additional Utah adults who have successfully quit smoking – their freedom from tobacco ranges from 6 months to 20 years. In the ads, participants talk about their motivation behind quitting and how “great” they feel since quitting.

As with the first batch of “I Did It!” participants, the new group lists a number of strong motivations for quitting – including quitting for their families and for better health. Most also say they quit so that they can breathe easier, have more energy and, of course, live longer. Each of the people selected for Phase two of the campaign submitted their story to the website.

As part of the campaign launch, UDOH is holding the first annual “I Did It!” anti-tobacco walk and is inviting all former smokers, their families, and people who want to quit smoking to participate. The walk will be held on March 29 at 9 a.m. at Liberty Park. Salt Lake City Mayor Rocky Anderson will kick-off the event along with participants from the first “I Did It!” campaign. Representatives of the Utah Department of Health’s Five-A-Day program will also be on hand with food and tips on healthy living.

The walk is free and open to the public.

For more information on the walk or the “I Did It!” campaign, please visit www.ididit.tv.

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